

## OUR SEMI ANNUAL SHOE SALE IS NOW GOING ON BIG REDUCTIONS, BIG SELECTIONS KARSCH'S

We are now through invoicing and find many odds and ends in heavy winter goods, which must be sold at once.

### TO ACCOMPLISH THIS WE ARE MAKING LARGER REDUCTIONS THAN EVER

### PROFITS ARE NOT CONSIDERED

This merchandise must be sold to make room for spring and summer goods. We cordially invite you to call and see the many bargains now offered.

## FARMINGTON MERCANTILE CO.

### RHODES

THE JEWELER AND OPTICIAN  
Optical Work A Specialty

Coal & Nixon Block

Does your watch stop or run irregular?  
Have you lost confidence in it?  
Rhodes will repair it as he  
did your neighbor's and  
you wouldn't take  
a horse for it.

FARMINGTON, MO.

### KEYNOTE OF DEMOCRATIC SUCCESS-ACTION.

The Way to Indorse President Wilson's Great Work is to Make the 64th Congress Democratic.  
The Elections for 1914 Will Tell The Story.

The present administration has kept its pledge from the smallest to the greatest. With the inauguration of the new currency system, the passage of the tariff schedules and other reform legislation in the interest of the people, it would be expected that there would be of necessity some tardiness in business in the adjustment of the country to the new situation. But only a little time will be needed to face about to the new and forward no doubt will move business activity as heretofore. The thing of primal importance, especially with Democrats is to stand four square by the administration, and at the same time plan for such an indorsement of the same as will enable the party to carry forward those exalted principles of Democracy, not only for this year and this Congress but in the 34th Congress as well. In order to attain this end much will need be done and every man will need to do his whole duty. Concerning this the Commoner has the following to say:

"In a period of less than ten months, the present Democratic administration has made a record for action scarcely equalled in the history of legislation. These great accomplishments have been brought

about in the face of a fight to continually delay action, but, under President Wilson's courageous leadership, the Democratic party has effectively demonstrated its capacity to serve the people.

In signing the currency bill, President Wilson said, I have always felt when the Democratic party was criticised as not knowing how to serve the business interests of the country that there was no use in replying to that in words. The only satisfactory answer was in action. We have written the first chapter of that reply?

President Wilson has sounded the keynote of continued Democratic success-ACTION. He terms the currency bill as the first of a series of constructive measures by which the Democratic party will show that it knows how to serve the country.

President Wilson's incentive for action lies in the fact that the time is now ripe for the enactment of measures so long demanded by the people. He believes that the Democratic party is the most effective instrument for bringing about those needed reforms. He realizes that the time for action is NOW. He realizes that the Democratic party is on trial, and that the most effective answer to criticism is the getting of RESULTS; while the opportunity for action is at hand. Let there be no halt in the work.

Right now is the most critical period in the history of the Democratic party. To continue its good work the Democratic party must have a good working majority in the next Congress. There will be an election in every state this year

for members of Congress. In the present Congress there are 281 Democrats and 144 Republicans. A change of but 74 members in the House would give the Republicans control of that body.

The way to indorse President Wilson's great work is to make the 64th Congress Democratic. The 1914 elections will tell the story. The history of our politics shows that the control of the lower house is easily shifted, and that only twice during the past ten years have the Democrats obtained control. The election of two succeeding Democratic Congresses is a gigantic task, and should enlist the service of every earnest Democrat in every Congressional District of the country from now to the election."

And, finally let us add, that if imperative need is for one and all to realize the importance of the outcome of this election. Are you a Democrat, loyal and true? Do you believe in the principles advocated by your party all these years? Have these principles been mere empty declarations? Or, are they such as will serve the best interests of the great mass of our citizenship? Have you made these principles your very own? What say you my brother Democrat? The battle is on. Where do you stand? We plead with you for your support locally in the great work that we are seeking to do. Help us widen the circulation and influence of the Farmington Times. It has a mission, and most earnestly desires to assist to bring to pass the very end so excellently set forth in the above article. What say you?

### JIM BROWN FINDS HIDDEN WEALTH

Expert Farm Managers Show Him How to Build Up His Run-Down Farm

Jim Brown was a farmer who realized that his farm wasn't bringing in all it should, so he applied to the farm management department of the Missouri agricultural college for expert advice. He got it. Then he followed it. Then he made more money than he ever had before in his life. This incident and others are related in the article "Doctoring a Profitless Farm," on another page of this issue of the Times. It's an article brimful of interest to all farmers, but is intended only for those who want to improve their farms and increase their incomes. Unless you are of that class, don't read it.

### Surprise Birthday Dinner.

Quite a number of the friends of "Aunt Clara Beeve" who makes her home with her daughter Mrs. Martha Mullersman of near Knob Hick, gathered there last Sunday with well filled baskets, it being Mrs. Beeve's 82nd birthday. All had a bountiful dinner and left late in the evening wishing Mrs. Beeve many more happy birthdays. Those present were: Mrs. Ed. Cox and children, Mrs. C. L. Nixon, Mrs. Robt. Hilbitts and daughter Miss Grace, Mr. and Mrs. Pat McFarland and daughter Miss Bettie, Mr. and Mrs. Geo. Williams, Mrs. G. E. Brown and daughter Miss Eloise, Mr. and Mrs. J. B. Webb and daughter Miss Hazel and sons Orville and Ward, Mrs. J. D. Powell and little son, Mrs. Anton Mullersman and daughter Miss Pearl and son Frank, Mr. and Mrs. John Mullersman and children, Horace Mullersman, Robt. Pomeroy, Joe Moore, Frank Schindler, Mrs. Riley Moore, Mrs. Martha Mullersman, daughter Miss Bessie and Mrs. Beeve.

### Sunday School Social.

The regular monthly social of Class No. 5 of the Christian Sunday School was given at the home of one of its members, Earle Swink, last Friday evening. A number of friends of the class were invited and about twenty-five young people were present. The entertainment committee provided a varied evening of entertainment and enjoyment. Dainty refreshments were served.

The class is to be congratulated on its enthusiastic corps of young people. Not only was a pleasant evening spent but they learned to know each other better and to know the value of a good Sunday School class. Mr. Bailey is teacher of this class and his presence is as necessary to the enjoyment of the evening as it is beneficial to the class in Sunday School.

### F. J. Thomure General Mgr.

Announcement received at the Times office this week states that Mr. F. J. Thomure has been appointed as General Manager of the M. & B. T. Railroad with headquarters at Bonne Terre. Mr. Thomure according to information received at the Times office is a very popular and successful business man, and will bring to the road able direction that will count in its management and business.

Any one desiring to purchase Oil of Gladness, the excellent preparation for cleaning furniture, hardwood floors etc., also the mops which Mr. McDaniel sold before his death, can obtain same from me, either at my home, or my father's, Mr. B. Cunningham. As I will handle both in the future.

Mrs. D. J. McDaniel.

## THAT AUTOMOBILE WE HAVE FOR YOU

List Of Prizes and Particulars Given Herewith—Read, Think, Act—Reward Comes To Those Persevering.

The bars are down, the way is clear. Wednesday January the 23rd is considered the big starting day of our FORD subscription contest which is rapidly becoming famous throughout the county.

You need wait no longer to possess that car you have wished for so many times. All the qualities you need to win our car, are perseverance, and ambition. Just a few weeks will pass, and someone will be the proud owner of that fine FORD—why should you not win? Just the application of a few hours a day (an average of an hour a day has been sufficient in many past contests) will give you an equal show for the prize. Then remember that should you fail to win a prize you will be given ten percent of the amount you turn in providing you make a cash report each week.

### How to Start

Simply fill in the nomination blank good for 5,000 starting votes, which appears in our big ad. on another page, and mail to Contest Manager of the TIMES Farmington, Mo. You will then be sent necessary supplies. Then you merely get cash subscriptions to the Times, Farmington, at the regular price. You get so many votes on each cash subscription, and you also get credit with all the free twenty-five vote coupons you send in. Whoever has the most votes at the conclusion of the campaign will get the world famous 1914 FORD, which is a five passenger car, and sells for \$585. Whoever has second highest number of votes will receive a \$100 diamond which is second prize, and so on—see full list of prizes in the big ad.

You know you can't lose on account of the commission offer of ten percent to those who fail to win a prize, and who make a cash report each week.

### Do It Today.

Don't wait a single minute, but send in your nomination right now, or if you cannot possibly enter, send in the name of a friend whom you know would like to have the car. There is no usputting off for even a day, because every day counts. While there will be time to enter the contest for several weeks, there is no doubt but what the early start is highly advisable.

### The Prizes.

The prizes are certainly high class. You are bound to admit that we have been more generous than you could have imagined. We have picked out one of the very best medium priced cars on the market for first prize.

In selecting a \$100 diamond as second prize we feel that we have done wisely as diamonds are practically like so much cash, and can be realized on at a needful time.

In choosing a scholarship in a Business College we are making possible a fine business education for the winner of that prize. The training received through such a school is thorough and concise, affording graduates a sure field of employment.

In choosing watches which will of course be of standard movement—Elgin or Waltham—and with gold cases, we believe that we have chosen gifts which will not only be useful for a lifetime but will be a constant source of reminder of what ambition and pluck will do.

In offering the ten per cent commission to non-winners we are sure that we are being more liberal for that absolutely protects everyone who fails to win a prize. In fact under our plan there is absolutely no chance to lose even the spare time which you put in.

### If You Don't Understand—Ask.

"We realize that even though our proposition is simplicity itself, that there may be points on which you are not clear; therefore we will be glad to have you ask questions in person, or by mail or telephone. Our telephone number is 39—just call up and ask for the Contest Manager—if he should be out—leave your number.

### Act While Others Dream.

You who are a "live wire" will realize that dreaming over a thing will not bring it to you, therefore, send in your nomination today, and ask any questions which may occur to you.

While others dream of things to be, you will be a winner of one of the grand prizes of life. He who never tries—never succeeds. It's simply up to you. If you don't understand—ask—that is our slogan.